

## CLAIMS

1. A method for providing an electronic receipt for facilitating product return, comprising the steps of:
  - conducting a sales transaction relating to a product between a buyer and a seller;
  - generating an electronic receipt including information describing the product, including information indicating completion of the transaction, and including a hyperlink having associated with it a product return procedure; and
  - transmitting the receipt via a computer network to a computing device operated by the buyer, the buyer being presented via a hypermedia user interface of the device with a representation of the information describing the product, a representation of the information indicating completion of the transaction, and a representation associated with the hyperlink.
2. The method claimed in claim 1, further comprising the steps of:
  - a buyer activating the hyperlink using the computing device; and
  - in response to activation of the hyperlink, transmitting information to the computing device including a presentation to the buyer via the hypermedia user interface of steps for returning a product to the seller.
3. The method claimed in claim 2, wherein the steps for returning a product include:
  - transmitting a return shipping label to the computing device; and
  - the buyer producing a hard copy of the return shipping label.
4. The method claimed in claim 1, further comprising the steps of:
  - a buyer activating the hyperlink using the computing device; and

in response to activation of the hyperlink, transmitting information to the computing device including a presentation to the buyer via the hypermedia user interface of steps for obtaining warranty service for a defective product.

5. The method claimed in claim 1, further comprising the steps of:  
a buyer activating the hyperlink using the computing device; and  
in response to activation of the hyperlink, transmitting information to the computing device including a presentation to the buyer via the hypermedia user interface text of a product warranty.
6. The method claimed in claim 5, wherein the steps for obtaining warranty service include:  
transmitting a return shipping label to the computing device; and  
the buyer producing a hard copy of the return shipping label.
7. A system for providing an electronic receipt for facilitating product return, comprising:  
a server computer coupled to a hypermedia computer network and responsive to an indication of the completion of a sales transaction between a buyer and a seller, the server computer having a receipt generator generating an electronic receipt including information describing the product, including information indicating completion of the transaction, and including a hyperlink having associated with it a product return procedure, the receipt generator transmitting the receipt via the network to a computing device operated by the buyer, the buyer being presented via a hypermedia user interface of the device with a representation of the information describing the product, a representation of the information indicating completion of the transaction, and a representation associated with the hyperlink.

8. The system claimed in claim 7, wherein the receipt generator encrypts the receipt before transmitting the receipt.

9. The system claimed in claim 7, wherein the server computer is operated by an originating party who is neither the seller nor the buyer.

10. The system claimed in claim 9, wherein the receipt generator initiates transmission of a return shipping label to the buyer.

11. A computer program product for providing an electronic receipt for facilitating product return, the computer program product comprising a computer-usable medium carrying thereon:

means for conducting a sales transaction relating to a product between a buyer and a seller;

means for generating an electronic receipt including information describing the product, including information indicating completion of the transaction, and including a hyperlink having associated with it a product return procedure; and

means for transmitting the receipt via a hypermedia computer network to the computing device operated by the buyer, the buyer being presented via a hypermedia user interface of the device with a representation of the information describing the product, a representation of the information indicating completion of the transaction, and a representation associated with the hyperlink.

12. The computer program product claimed in claim 11, further comprising returns processor means responsive to activation of the hyperlink for transmitting information to the computing device including a presentation to the buyer via the hypermedia user interface of steps for returning a product to the seller.

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13. The computer program product claimed in claim 12, wherein the returns processor means includes means for transmitting a return shipping label to the computing device.

14. The computer program product claimed in claim 11, further comprising warranty processor means response to a buyer activating the hyperlink using the computing device for transmitting information to the computing device including a presentation to the buyer via the hypermedia user interface of steps for obtaining warranty service for a defective product.

15. The computer program product claimed in claim 11, further comprising warranty presentation means responsive to a buyer activating the hyperlink using the computing device for transmitting information to the computing device including a presentation to the buyer via the hypermedia user interface text of a product warranty.

16. The computer program product claimed in claim 15, wherein the warranty presentation means includes means for transmitting a return shipping label to the computing device.